



MONTHLY PROGRESS REPORT

For the Period of:	May 2013				
Name of the Grantee Organization:	African Cotton & Textile Industries Federation				
Project Title:	To develop and deliver value added products & services that directly impact on the competitiveness of the CTA sector & ACTIF sustainability				
Grant Agreement Number:		Project Startup Date:	March 2013	Project end date:	July 2013
Project Location:	Countries: Kenya, Uganda , Tanzania, Ethiopia, Rwanda, Burundi, Sudan				

1. Introduction

This report from African Cotton & Textile Industries Federation is for the period of May 2013 covering the activities implemented under USAID-COMPETE funding support. The Grant which was signed on 20th November 2012 is aimed at building the capacity of grain stakeholders to participate in structured grain trade in the region while working towards attaining the following specific objectives:

The primary objective of this grant is to support of specific activities aimed at addressing the core challenges facing ACTIF & its members, to consolidate on the gains achieved so far.

These include:

1. Strengthening of ACTIFs Institutional capacity and Membership;
2. Developing and enhancing value added products and services for members;
3. AGOA Forum 2013;
4. Origin Africa – New York, 25th April 2013;
5. Origin Africa Designer Showcase 2013 during AGOA forum;

2. Summary of Activities accomplished in May 2013

1. Strengthening of ACTIFs Institutional capacity and Membership:

1.a Membership Survey on ACTIF and AGOA

The objective of this activity was to collect members and potential members' views on AGOA and ACTIF ahead of the membership engagement meeting.

1.b Membership engagement drive in Kenya

A membership engagement drive was organized in Nairobi on May 29th primarily targeting to boost membership of ACTIF in Kenya under the expanded membership category that now allows individual companies to join ACTIF as Corporate member.

Another objective of the engagement was to collect members and non-members views on the impact and future of AGOA. The event attracted a total of 50 participants broken down as follows:

EATH – 1, COMESA -1, ITC – 1 ACTIF members – 19 (Including regional participants) and other companies – 28.

During the meeting that was chaired by ACTIF Chairman, Jaswinder Bedi, the survey reports on AGOA and ACTIF membership were launched and discussed. With regard to AGOA, a draft membership position was developed. It was agreed that ACTIF would engage a consultant to develop a position paper reflecting member's views.

With regard to ACTIF, a couple of companies expressed interest to join ACTIF with 4 of them signing up for membership by the end of the meeting.

The meeting was also very useful in engaging with existing members to highlight new services and products and also to collect their views on how they can be served better. One clear outcome was that members appreciated ACTIF's role on advocacy. It was also clear that members expected more country level and company level activities cutting across the entire value chain.

2. Developing and enhancing value added products and services for members

2.a New Products Developed

This is an on-going activity that aimed is aimed at developing and publishing new products at ACTIF website and other avenues in order to meet expected increase in demand for services following membership drive to increase ACTIF's value propositioning and to attract membership from individual companies.

During the month of May, the following products were developed:

- CTA Supply side report for 4 Eastern African Countries – Kenya, Uganda, Tanzania and Sudan, This report had been developed in 2010 following a supply side study but was has now availed at ACTIF website for members and potential members.
- Draft Textile Study report for Kenya. This report is set to be officially launched on 24th June 2013.
- Draft concept for Origin Africa 2014. The draft was released to members and potential members during the stakeholders meeting in Nairobi on 29th May 2013.

In order to support the activities under new product development, ACTIF engaged a Trade Analyst assistant who would be responsible for day to day follow up with members to promote the existing services and products as well as to share the new ones with the members.

2.b Cotton Africa Magazine

This activity involved sustaining the development of Cotton Africa Magazine on a quarterly basis to create awareness on industry positions and generating revenue for ACTIF through advertisements. It is also a product that is used to attract new members by showcasing rich regional and international

information for the cotton, textile and apparel sectors.

During the month of May, ACTIF completed the publication of Issue 7 and this was circulated to members. Issue 8 is now under publication.

3. Participation in AGOA Forum

This activity was originally scheduled to take place between 27th June & 2nd July. The event has since been rescheduled and will now take place between 9th and 12th August 2013. Preparations are on-going for ACTIF to participate and present ACTIF position on AGOA.

4. Participation in Origin Africa – New York

This activity was to be supported directly by EATH. The objective was to participate in Origin Africa New York and promote the Origin Africa brand during the event targeting major US buyers.

This activity took place in New York, during the week of April 22, 2013). However, ACTIF did not participate due to unavailability of the Chairman on those dates.

5. Origin Africa Designer Showcase 2013 during AGOA forum

The date for the Designers showcase has not been finalized due to the postponement of AGOA forum in Ethiopia.

ACTIF is presently working with partners from Ethiopia and Kenya for the preparation of the event.

3. Other Non-Grant activities completed

1) Textile Policy Research for Kenya

In partnership with Business Advocacy fund (BAF)

This activity was conducted in the first quarter of 2013. The objective was to review the textile policy environment in Kenya since the pre independence period to date and a draft a report with recommendations highlighting specific actions that need to be undertaken to support the development of the Textile sector in Kenya.

An initial meeting to launch the study and seek stakeholders input was held in January 2013. A validation meeting by a working committee was conducted on 13th May 2013. The report is scheduled to be launched in the month of June 2013.

Should the report and recommendations be adopted by the stakeholders, ACTIF will proceed to apply for advocacy support to engage government and other stakeholders to implement the report.

II) Business Sustainability Support

In partnership with the Business Advocacy Fund (BAF)

This activity is aimed at assisting ACTIF to build sustainability in line with its organization business plan. During the month of May promotional activities for Cotton Africa magazine and Origin Africa were launched. This included:

- The Executive Director is scheduled to travel to Europe in the month of June to promote Origin Africa in partnership with Messe Frankfurt during Texprocess event
- An Events Coordinator was hired by ACTIF to support the development and promotion of Origin Africa across the region and to the targeted international participants.
- Promotional activities for seeking more adverts to Origin Africa magazine were launched. This included targeted email campaign

The activities under this support have led to increased interest in ACTIF membership and its services during the first quarter.

III) Proposed Regional Centre of Excellence

The proposed Regional Centre of Excellence is an initiative that ACTIF is spearheading to address the critical challenge of limited skilled man power in the textile and apparel sector across the region that has resulted in a high reliance on expatriates. This activity is also in line with COMESA cotton to clothing regional strategy.

Key milestones achieved so far include signing of MoU between ACTIF and EPZA to collaborate towards establishment of the regional centre of excellence; Initial meeting and endorsement by stakeholders in Kenya and formation of a working committee drawn from private sector, Government agencies and private universities.

During the month of May UNIDO made an offer to commit up to Euro 1,750,000 towards the project provided a commitment to match the support is developed. The working committee has since met with the Kenyan Government that has reiterated their support and willingness to match the offer with private public partnership by providing land and possibly some cost of building.

ACTIF will continue to follow up with all stakeholders to respond to UNIDO's offer while also seeking more partners to be involved in the project.

IV) Engagement with SATH Trade Hub

During the month of April ACTIF partnered with South Africa Trade hub to implement Power Breakfast seminars during the Source Africa event in Cape Town that took place in April 9-12, 2013 at the Cape Town Convention Centre. The event brought together producers, business leaders and decision makers from across the continent providing opportunities for African manufacturers to network with international buyers.

During the month of May, ACTIF finalised the report of their participation in the event. Follow up

meetings were also held to initiate discussions with SATH on possible support for Origin Africa event in 2014 as well as possible support for ACTIF activities in Southern African region.

4. Major activities planned for the next month (June 2013):

- i) Initiate the members Survey on AGOA and ACTIF in Tanzania
- ii) Plan for a membership engagement meeting in Tanzania
- iii) Launch the Textile Study report and recommendations for Kenya
- iv) Continue with development and publication of Cotton Africa Magazine
- v) Promotional activities on Origin Africa
- vi) Engagement with SATH on Origin Africa and support for ACTIF activities in SA region

Status of Implementation Activities to Date

Activities	Expected Deliverables	Due Date	Achievements in May
Result #1: Strengthening of ACTIFs Institutional capacity and Membership:			
(1.1) The ACTIF secretariat will conduct a survey of potential associate and corporate members; highlight their needs and to identify new knowledge products and services that ACTIF needs to develop to generate their interest and sustainability as members;	Survey Report on AGOA Survey Report on ACTIF Membership	May and June 2013	The survey was successfully conducted for Kenya and included some regional representatives. Reports developed on the Survey on AGOA and ACTIF Membership
(1.2) National level meetings (Kenya & Tanzania) to heighten AGOA outreach to enhance AGOA trade, to collect views on the AGOA structure after 2015, and to increase ACTIF's value propositioning and to attract membership from individual companies, and consequent increase in revenue streams that will result.	ACTIF Position on AGOA Membership Development	May – Kenya event June – Tanzania Event	Draft ACTIF position on AGOA developed Members engagement meeting for Kenya successfully held on 29 th May 2013 with 50 participants 4 new Members Developed in the month of May
Result #2: Developing and enhancing value added products and services for members			
(2.1) New Product development to meet expected increase in demand for services following membership drive to increase ACTIF's value propositioning and to attract membership from individual companies	New Reports for Members New Services for Members	March to July 2013	Reports developed ACTIF report on CTA Supply side analysis of East Africa (Kenya, Sudan, Tanzania, Uganda) Textile Study report and recommendations for Kenya (Draft) ACTIF Position on AGOA (Draft) Services Developed ACTIF Member section in ACTIF website Premium Trader section in ACTIF website
(2.2) Sustain the development and publication of the Cotton Africa Magazine on a quarterly basis to create awareness on industry positions and generating revenue for ACTIF through advertisements.	Development of Cotton Africa Magazine		Issue 7 was completed and printed. Issue 8 now currently under development.

Result #3: AGOA Forum			
AGOA Forum 2013	ACTIF Participation and presentation of ACTIF position	June / July August 2013	The activity was scheduled to take place between 27 th June & 2 nd July. The event has since been rescheduled to 9 th and 12 th August 2013. Preparations are on-going for ACTIF to participate and present ACTIF position on AGOA.
Result #4: Origin Africa – New York, 25th April 2013			
Participation in Origin Africa New York and promote OA brand	Origin Africa Promoted	April 2013	This activity took place in New York, during the week of April 22, 2013). However, ACTIF did not participate due to unavailability of the Chairman on those dates.
Result # 5: Origin Africa Designer Showcase 2013 during AGOA forum			
ACTIF in conjunction with COMPETE to hold OA designer showcase in Addis during the AGOA forum	Promotion of Origin Africa 2013 Revenue generated by ACTIF	June / July August 2013	The date for the Designers showcase has not been finalized due to the postponement of AGOA forum in Ethiopia. ACTIF is presently working with partners from Ethiopia and Kenya for the preparation of the event.

Deliverables:

1. Copy of questionnaire used for survey on AGOA and ACTIF Membership
2. Copy of Member Survey report for Kenya and some regional participants
3. List of participants to ACTIF Member engagement meeting
4. Copy of programme for ACTIF Stakeholders meeting on AGOA and ACTIF Services
5. Draft ACTIF Position on AGOA
6. Textile Study report and recommendations for Kenya (Draft)
7. ACTIF Report to SATH on Source Africa
8. Origin Africa Concept for 2014
9. UNIDO letter to Kenyan Government
10. Correspondence with UNIDO to indicate offer for support towards RCOE
11. Copy of Issue 7 of Cotton Africa Magazine

ACTIF Secretariat